ABSTRACT OF THE INVENTION

A method of introducing a feature during a communication between subscribers of a telecommunications network. The first step of the method is executing, at each predefined trigger point during the communication, an operation to activate a particular requested feature. The method then requires accessing data stored in a network memory for use in the activation operation. The data is arranged in the memory in table and bit map format so as to enable the features to be customized. The method then requires executing the particular requested feature upon activation. The method may also include repeating the method steps for each feature available to be activated at a respective trigger point in an order determined by the stored data. The method is independent of the type of requested feature.